CENTENNIAL

1867 1967

YEAR PROJECT

GOLDEN CENTENNIAL

CANADA

ALBERTA 1917-1967

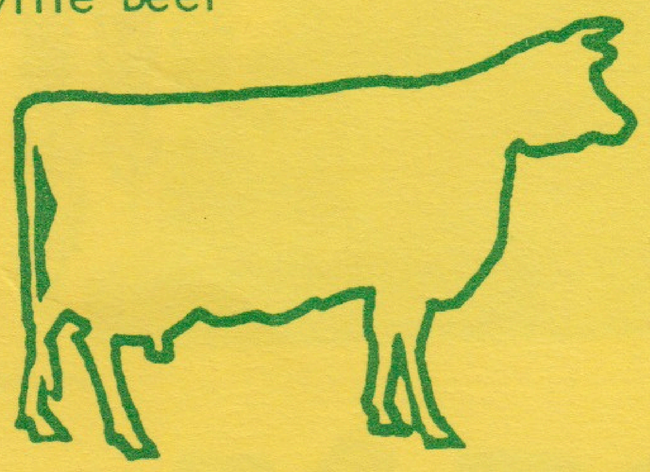
edmonton regional 4H council

APRIL 22, 1967

4-H COUNCIL

REGIONAL 4-H COUNCIL
STRATHCONA, STURGEON,
STONY PLAIN

Josephburg Field Crops
Sturgeon Valley Dairy
Lakemere Beef
East Edmonton Dairy
Tomahawk Beef
Namao Beef
Ardrossan Clothing
Brightbank Garden
Duffield Clothing
Bon Accord Beef
Duffield Beef
Ardrossan Beef
Alcomdale Beef
White Rose Beef
Villeneuve Clothing
Villeneuve Beef
Spruce Grove Beef
Spruce Grove Field Crops
Fort Saskatchewan Beef
Gibbons Garden
Lobstick Beef
Colchester Garden
Legal Clothing
Ardrossan Clothing
South Edmonton Sewing
Entwistle Clothing
Sundance Beef
Sundance Garden
Alcomdale Clothing
Morinville Clothing
Bon Accord Garden
Gibbons Beef
Morinville Beef



CANADA PACKERS
Edmonton and Lethbridge
are pleased to award a

STEER CALF
to a 1967 Registered 4-H member in attendance.

Draw to take place at intermission.

The 4-H movement and the Edmonton Regional 4-H Council wishes to acknowledge the following for their support on this our 50th Anniversary Year:

Edmonton Exhibition
Calgary Exhibition and Stampede
Sunwapta Broadcasting Ltd., CFRN
Canadian Imperial Bank of Commerce
Imperial Oil Ltd.
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Alberta Wheat Pool.
United Grain Growers
Pioneer Grain and Alberta Pacific Elevators
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The British American Oil Co.
Imperial Lumber - St. Albert
Canadian Broadcasting Co.
Municipal District of Sturgeon
County of Strathcona
Municipal District of Stony Plain
Listowel Trophies
Pleasant Pastures Hereford Ranch,
Harold Paul, Owner, Bill Paul, Herdsman,
R.R. 4, Edmonton, Alberta.
Departments of Agriculture
Federal — Provincial
Rocky Mountain Life Insurance Company,
Calgary, Red Deer, Edmonton.
Spruce Alta. Farms Ltd., Bruce E. Fuhr,
Spruce Grove, Alberta, Simplot
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ESSO

1867 1967

CIS

For the Cake:
Universal Concrete Accessories Ltd.,
10503 - 107 Street,
Edmonton, Alberta.
Charles A. Cromie
Mr. and Mrs. Robert Briggs.

With sincere appreciation:
Mrs. L.A. (Jennie) Sterling, Westlock,
the cake decorator.

A SALUTE TO 4-H

On this the occasion of the Golden Centennial Jamboree, I salute members and leaders in the entire 4-H movement.

The movement from its inception has had serious and worthy purposes, among them to fit young people for good citizenship while helping them to conduct work in their chosen fields with added skills.

Like many other institutions, 4-H has changed with the passing years and its embraces now go beyond agriculture. That may be good but it will not prevent farm people who continue to be the principal supporters from having some special pride in the great record of western agriculture. Although agriculture in its varied aspects was almost the only industry at one time, it is now accompanied by forestry, oil and gas production, mining, manufacturing and so on. But the production of food is a nation's most important industry and the role of agriculture is not likely to be questioned.

Centennial Year is reminding us of rich traditions, a rich heritage of resources and rich opportunities. Those opportunities differ from the ones which faced men and women in frontier years but they are in no way less challenging. Calling for able and dedicated workers are tasks in public service, tasks in overcoming the misunderstandings which can handicap a nation, and tasks in the management of those resource treasures to which Canadians coming later will believe they have a proper claim.

Canada needs people who are willing to carry their respective shares in public service, people who will conscientiously try to cultivate understanding of Canadians in other provinces and other fields of activity, people prepared to apply the yardstick of reason and truth and justice to all institutions, people who are motivated by the high purpose of leaving things better than they found them.

Grant MacEwan
Lieutenant-Governor
of Alberta.

ADDRESS OF WELCOME

It is my pleasure on this our Golden Centennial celebration to bid welcome to the many attending from across our great Province and to thank those who made this Jamboree possible. Our Regional Council takes pride in presenting a pageant of the past 100 years of Canadian history and to highlight the past 50 years of 4-H in the province of Alberta.

The Edmonton Regional 4-H Council are also proud to have the opportunity to provide you with the median of joining together with one common goal of unity on many levels and with the end result--Yes, I did celebrate in 1967 an anniversary of Canada and of the 4-H movement of Alberta.

Allan Shenfield,
President & 4-H Centennial Co-ordinator
Edmonton Regional 4-H Council.

MINISTER OF YOUTH

ALBERTA

Congratulations to the Edmonton Regional 4-H Council. Your initiative in portraying two milestones in history is to be heartily commended. Fifty golden years of 4-H and one hundred years as a nation deserves to be celebrated in a grand fashion. Your choice of portrayal by pageantry seems an excellent and effective method.

A 4-H Golden Centennial Jamboree! The very name implies a grandiose affair. And this is exactly what it is -- a huge celebration that commemorates two separate occasions. Yet these two affairs are closely related because 4-H has already contributed a great deal to Canada's culture and growth.

The Department of Youth, which is now responsible for the administration of 4-H in Alberta, is a mere infant compared to the past two periods that you are honouring. I am certain, however, that the next few decades hold a tremendous promise for Youth. And the 4-H movement will be an important part of this development. The Department of Youth looks forward to sharing future experiences with you. May we together continue with optimism to meet the challenges that will confront us.

I want to again express my congratulations to the Edmonton Regional 4-H Council, 4-H members, and everyone else involved in producing your Jamboree, a wonderful tribute to a Golden Centennial!

R.C. CLARK,
Minister of Youth

The 4-H Motto

"Learn to Do by Doing"

Edmonton Regional 4-H Council

L to R: A. Shenfield, B. Brown
M. Borle, R. Gray
Seated: J. Chubb, K. Walker

The Edmonton Regional 4-H Council sincerely acknowledges the help from the many financial supporters, leaders and parents of our club members; Mr. Stan Cowley, Editor of the Programme Book; Miss Glenna Robbins and the Department of Youth, "History of 4-H"; Mr. Jack Benbow, Director of the evening performance and to The Canadian Imperial Bank of Commerce for the official reception, and to all those 4-H'ers across our Province who together have made this Jamboree an event to remember on our Anniversary Celebrations.

1867 1967

4-H

Highlights

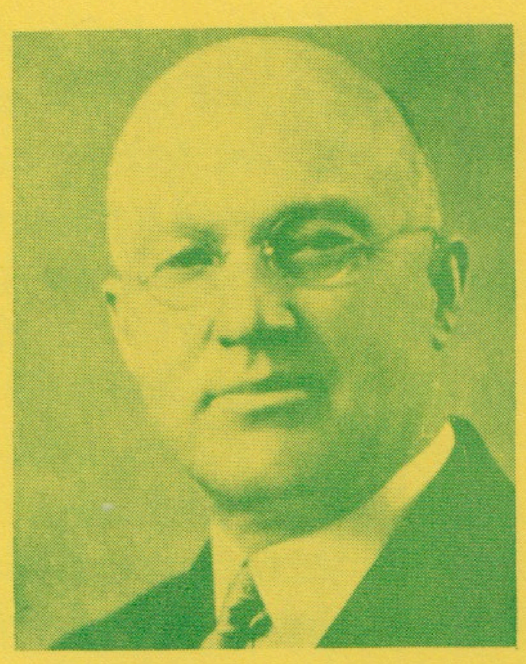
I IN ALBERTA UNFOLDS

If we are asked to express what 4-H club work means to us, each would tell a different story and many would find difficulty in putting into words all that needs saying. This is often true of things that mean a great deal to us. When words seem inadequate, we symbolize as beautifully as we can, that which we want to express. It is such a symbolic description that we are about to present this evening.

In Canada, 4-H grew from a small beginning in Roland, Manitoba in 1913 under the direction of Mr. E. Ward Jones, Director of Extension in Manitoba at that time. 4-H club work has spread throughout Canada, training boys and girls to be active and award citizens of our country. With the help of government, voluntary leaders, and other interested people, the 4-H program gives rural young people opportunities "to learn to do by doing" and to develop appreciation of all the fine things of rural life along with the development of personality, citizenship and character.

Boys' and Girls' Clubs as they were called in the original years adopted the name "Alberta Junior Farm and Home Clubs" in 1943. With the new name came further co-ordination of club work. This name was changed to 4-H in 1952 in keeping with a similar move in other provinces, all of which followed a decision by the National organization to accept the name Canadian Council on 4-H Clubs.

In the next few lines we intend to trace for you the significant events which intertwined to result in a 4-H program--proudly celebrating its 50th year in Alberta. Perhaps we might best do this by following various significant portions of the program and relate then the program we know today.



Tribute is paid to Mr. W.J. Elliott, Principal of the Olds School of Agriculture as being the man responsible for the first club in Alberta in 1917. That spring, Mr. Elliott decided to supplement the school fair program by organizing the first swine club. His intention was to upgrade the quality of swine being raised in the Olds area. So successful was his venture that the following year, 15 swine clubs were organized in Alberta with a membership of 225. Two early members of the first club still live in the Olds area.

For six years, swine clubs stood alone. Then in 1923 the first beef club was organized at Lethbridge. A backward glance shows little interest in the beef projects in the developing stages. Within the past 44 years, however, with increasing emphasis on record keeping and variation in project study, beef clubs are the most popular project. Today's picture shows 260 clubs with 4,812 members enrolled.

The first dairy club and poultry club in 1925 put Vegreville on the map in club work.

Although a grain club was established at Vegreville in 1924, the first serious consideration of field crops clubs came in the 1930's. Competitions were organized in oats, sugar beets, and wheat. And into the picture came a staunch sponsor, the Alberta Wheat Pool, by providing seed and prize money.

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E. Schellenberger, Spruce Grove

It was the introduction of field crops clubs in 1930 that brought into being the use of local people as voluntary leaders. The value of such leadership was soon proven and expanded with responsibility being shifted from the district agriculturist and district home economist to the clubs. Today, leadership training courses being introduced in 1941. Senior members now accept much responsibility as Junior Leaders--an aspect of the program which has proven very popular in the last 6 years.

Leadership has expanded even further with the organization of 4-H Councils to coordinate inter-club activities.

"Widening Horizons"--travel for 4-H members is doing much to accomplish major award trips.

As individual clubs plan their programs today, may extra projects are evident. All serving one key present objective of "citizenship training".

Of course, we have not given all details of Alberta's Youth movement. If we pick up the threads of Alberta's 4-H story one main impression will stand uppermost in the picture--the member, not the project has become the important focel point.

Fifty years after those first beginnings, members of Alberta's clubs, together with 4-H members throughout Canada and the World continue to pledge Head, Heart, Hands and Health to the greater service of their clubs, communities and countries.

May we who are 4-H members of today dedicate to those who will perpetuate the high ideals and objectives of the 4-H movement.

1967--and the 4-H program has changed so much in emphasis. The principle accepted now is "the boy is more important than the calf". As such, then although still based around a project, the development of the individual member is the prime objective. A remarkable shift in emphasis

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girls clubs flickered into existence in 1917, but for one year only. It wasn't until 1940 that the first girls project--gardening, was officially established in the Brooks area. Following closely behind in 1941 were the foods, clothing and home decorating projects.

Many years passed with projects offered remaining the same--still agricultural and homemaking, but with numerous shifting of actural material studied. Greater depth and scope has developed to give individual club members an opportunity to follow their interests.

Most recent on the project scene is the 1965 introduction of light horse and pony clubs.

Until 1964 when we spoke of 4-H clubs, we referred to a club carrying one project eg. beef, etc. To accommodate varying interests and distribution of members, multi-project clubs came into being. Today, 1967, we find 45 clubs carrying two or more projects as multi-project clubs.

Let us salute those founders and pioneer workers in the field of club work. Without them, we would not now be celebrating 50 years of success--the projects would not have existed had it not been for numerous dedicated people with vision and enthusiasm for young people. "Mighty oaks from acorns grow" may be seen as the pledge of these early workers.

Some of the following statements have been made by Mr. Fred Newcombe, an early District Agriculturist, Director of Extension, and now Secretary of Western Stock Growers Association, as he glances into the past.

"In the very early days of club work, organization was conspicuous by its absence. District Agriculturists came into being in 1920. If a District Agriculturist concluded that a club should be organized, it was his privilege (and duty!) to get the members with little or no help from anyone. Later the D.A. became a little more independent and decided that this effort was "above and beyond the call of duty". As the clubs became popular it was possible to take this attitude and to find interested local people to sign up the members.

The early days of junior club work saw supervision of the program change frequently. In 1929, however, Mr. G. S. Black was named Supervisor of Boys' and Girls' livestock clubs and School Fairs.

For the next 27 years, Mr. Black was to be found linked very closely with the development of junior club work in Alberta. Many of the policies and programs today can be credited to him and those who have followed.

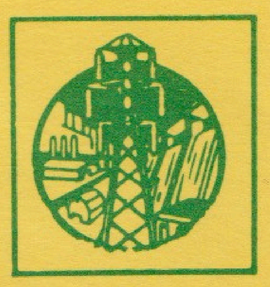
Miss Margaret Fraser may be said to have pioneered the development of girls club work. In 1942, she was appointed Supervisor of Girls' Club Work in the Extention Branch.

Although we now know 4-H as a total, boys' and girls' clubs were administered completely separately until 1949 when girls clubs were transferred to the Junior Activities Division of the Schools of Agriculture Branches. Mr. Black was then Supervisor of all club work. Since this change, the staff has been expanded until today in the Department of Youth, there is a Director of 4-H and Junior Forest Wardens Branch, two Associate Supervisors and two assistants. Regional Supervisors are presently being appointed to carry the ever expanding program.

That Club work has something concrete to offer young people is recognized by numerous other businesses and organizations. Junior leadership training, inter-provincial award trips, and countless other worthwhile activities are sponsored provincially by these many businesses.

To these sponsors we pay a sincere tribute.

United Grain Growers



Edmonton Regional 4-H Council
P.O. Box 10
SPRUCE GROVE, ALBERTA, CANADA

PROGRAM

Director: Mr. Jack Benbow of CFRN-TV's 4-H Club Time.
Producer: Mr. Allan A. Shenfield.
Area Co-ordinators: Mrs. Margret Borle, Sturgeon; Mrs. Betty Brown, Stony, Plain; Mr. Reg Gray, Strathcona.
Technical Director: Mr. Stan Hodson.
Co-chairmen: Brian Job, Stan Schellenberger.
The Diary Readers: Norma Rigney, Don Briggs.
The Voice of History, Paul Riopel.
The candle lighting readers: Karen Walker, Donna Albrecht.
Music: P.P.C.L.I. Band under the direction of Captain G. Naylor.
Official Reception 6:15 p.m. Courtesy of Canadian Imperial Bank of Commerce
7:30-Arrival of our Patron His Honour J.W. Grant MacEwan, Lieutenant-Governor.
7:40-4-H on Parade.
God Save the Queen
The 4-H Pledge
A Prayer for the Occasion
Welcome
Nayiaw Awasisak (Indian Children), read in Cree and English.
Spotlight, The Duffield Centennial Native Dancers.
The Scroll, 100 Years of Memories
The Pageant 1867 - 1967
4-H in Alberta Unfolds
The Future
Oh, Canada

The 4-H Pledge

"I pledge—

My Head to clearer thinking,

My Heart to greater loyalty,

My Hands to larger service,

My Health to better living,
for my club, my community
and my country"